

## CLAIMS

1. A method of marketing sports souvenir necklaces to sports fans of a sports team that has at least two team colors, comprising the steps of:
  - a) providing a necklace that is comprised of sports projectile shaped beads;
  - 5 b) closely spacing the projectile shaped beads at intervals upon the necklace and in sequentially spaced colored groups, wherein a first plurality of the beads are of a first team color and a second plurality of the beads are of a second team color;
  - c) marketing the necklace of steps (a) and (b) to the sports fans.
2. The method of claim 1, further comprising attaching one or more pendants to the  
10 necklace, wherein the pendant is larger than the sports projectile shaped beads.
3. The method of claim 1 wherein the sports projectile shaped beads are football-shaped beads.
4. The method of claim 1 wherein the sports projectile shaped beads are baseball-shaped beads.
- 15 5. The method of claim 1 wherein the sports projectile shaped beads are basketball-shaped beads.
6. The method of claim 1 wherein the sports projectile shaped beads are soccer ball-shaped beads.
- 20 7. The method of claim 1 wherein the sports projectile shaped beads are hockey puck shaped beads.
8. A necklace made by the method of any preceding claim.
9. The method of claim 1 further comprising the step of attaching a pendant to the necklace that is colored with one of the team colors.
10. The method of claim 1 further comprising the step of attaching a pendant to the  
25 necklace that is colored with both of the team colors.
11. The method of claim 9 wherein the pendant is a sports projectile shaped pendant.
12. The method of claim 10 wherein the pendant is of a sports team logo shape.
13. A necklace, comprising:
  - a) a plurality of beads that are fastened together to define a necklace body, a majority  
30 of the beads having a sports projectile shape;
  - b) the beads comprising a plurality of alternating groups of differing colors,

including at least a first group of adjacent beads of a first color and a second group of adjacent beads of a second color; and

c) a pendant that is supported by the necklace body, the pendant displaying a plurality of colors including at least the first and second colors.

14. The necklace of claim 13 wherein the beads are football shaped beads.

15. The necklace of claim 13 wherein the beads are baseball shaped beads.

16. The necklace of claim 13 wherein the beads are basketball shaped beads.

17. The necklace of claim 13 wherein the beads are soccer ball shaped beads.

18. The necklace of claim 13 wherein the beads are hockey puck shaped beads.

19. A method of marketing a souvenir of a sports team having at least two team colors to a sports fan, comprising the steps of:

a) providing a souvenir in the form of a necklace body that includes multiple, spaced apart beads having a shape of a sports projectile, and a pendant that displays at least one of the team colors thereon and that is attached to the necklace;

b) grouping the beads in colored groups of beads that alternate one team color for one group of beads with another team color for another group of beads;

c) marketing the souvenir necklace to a sports fan.

20. The method of claim 19 wherein each group of beads includes at least two beads of the same color.

21. The method of claim 19, further comprising attaching one or more pendants to the necklace, wherein the pendant is larger than the sports projectile shaped beads.

22. The method of claim 19 wherein the sports projectile shaped beads are football-shaped beads.

23. The method of claim 19 wherein the sports projectile shaped beads are baseball-shaped beads.

24. The method of claim 19 wherein the sports projectile shaped beads are basketball-shaped beads.

25. The method of claim 19 wherein the sports projectile shaped beads are soccer ball-shaped beads.

26. The method of claim 19 wherein the sports projectile shaped beads are hockey puck shaped beads.

27. A necklace made by the method of any preceding claim.

28. The method of claim 19 further comprising the step of attaching a pendant to the necklace that is colored with one of the team colors.

29. The method of claim 19 further comprising the step of attaching a pendant to the necklace that is colored with both of the team colors.

30. A necklace, comprising:

a) a necklace body that includes a string and a plurality of smaller sports projectile shaped beads directly molded to the string, the string having a length and a majority of the length having spaced apart sports projectile shaped beads;

b) at least one larger sports projectile shaped bead being supported by the necklace body; and

c) wherein a plurality of the sports projectile shaped beads have simulated seams.

31. The necklace of claim 30 wherein the beads are football shaped beads.

32. The necklace of claim 30 wherein the beads are baseball shaped beads.

33. The necklace of claim 30 wherein the beads are basketball shaped beads.

34. The necklace of claim 30 wherein the beads are soccer ball shaped beads.

35. The necklace of claim 30 wherein the beads are hockey puck shaped beads.

36. A method of marketing a souvenir of a sports team having at least two team colors to a sports fan, comprising the steps of:

a) providing a souvenir in the form of a necklace body that includes multiple, spaced apart beads having a shape of a sports projectile, and a pendant that displays at least one of the team colors thereon and that is attached to the necklace;

b) grouping the beads in colored groups of beads that alternate one team color for one group of beads with another team color for another group of beads;

c) marketing the souvenir necklace to a sports fan.

37. A method of making necklaces, comprising the steps of:

providing a mold of sports projectile shaped beads for a necklace;

placing a string or other line or cord in the mold;

supplying plastic to the mold;

removing from the mold a necklace formed of sports projectile shaped beads direct-molded onto the string or other line or cord.

38. The method of claim 37, further comprising attaching an additional sports projectile shaped bead to the necklace, wherein the additional sports projectile shaped bead is larger than the sports projectile shaped beads direct-molded onto the string or other line or cord.

39. The method of claims 37 or 38, wherein the sports projectile shaped beads are  
5 football-shaped beads.

40. The method of claims 37 or 38, wherein the sports projectile shaped beads are baseball-shaped beads.

41. The method of claims 37 or 38, wherein the sports projectile shaped beads are basketball-shaped beads.

10 42. The method of claims 37 or 38, wherein the sports projectile shaped beads are soccer ball-shaped beads.

43. The method of claims 37 or 38, wherein the sports projectile shaped beads are hockey-puck-shaped beads.

44. A necklace made by the method of any one of claims 37-43.

15 45. Apparatus for performing the method of any preceding claim.

46. The invention(s) substantially as shown and/or described herein.